

City event strength

Singapore shows off its conference and exhibition expertise with two high-profile international events



Networking...Grand Hyatt Singapore

Event Open Source Singapore Pacific-Asia Conference and Expo (OSSPAC)

Venue Grand Hyatt Singapore

Organiser KB Conferences, USA

Attendees 380

Date February 16-18

US-based KB Conferences organised the inaugural conference targeted at software developers and senior executives.

It discussed the latest developments in open-source software in plenary and breakout sessions.

A small-scale exhibition and networking breaks saw delegates and vendors engaging in lively dialogue. OSSPAC provided a highly visible forum for open-source companies to clearly demonstrate their products and services. Delegates heard from keynote speakers and learnt from the best and brightest within the industry.

This niche event had several big-name sponsors including IBM, Novell, Oracle and Sun Microsystems. It also benefited from assistance offered by the Singapore Tourism Board under the Business Events (BE) in Singapore incentive scheme.

Kent Barnard, president of KB Conferences, says: "The number of delegates fell short of initial projections due to the worldwide economic downturn.

"But at the next OSSPAC event in March 2010, we should attain the numbers we are seeking."



Showcase...Singapore Expo

Event International Furniture Fair Singapore 2009 and 26th Asean Furniture Show (IFFS/AFS 2009)

Venue Singapore Expo

Organiser International Furniture Fair Singapore

Attendees 15,600

Date March 9-12

IFFS/AFS 2009 drew 15,600 visitors from 118 countries, including 104 foreign-buying delegations from 38 countries.

The exhibition featured 471 exhibitors from 33 countries, with almost 30 per cent of exhibitors being new. More than 60,000 pieces of furniture and related products were displayed across six halls of Singapore Expo, with no reduction in the show's size.

Tony Pang, chairman of IFFS/AFS 2009 Show Advisory Panel, says: "The results have exceeded our expectations. The numbers and the positive response prove that global furniture trade players have indeed remained fully confident in the value and effectiveness of the fair."

The exhibition achieved an estimated US\$245 million in spot orders. About US\$2.2 billion in follow-on sales is also expected in the year ahead.

The event also produced an estimated US\$41 million in economic spin-offs for Singapore's meetings, incentive, convention and exhibition industry and the tourism sector in general.

Event Focus

Bidvest incentive

Kathryn Loh, vice-president of business development/MICE, Tour East Singapore and Margaret Zhang, director of Splash Entertainment, explain how imagination delighted the Bidvest Group during their Singapore incentive from February 5-8

We wanted the 500 Bidvest executives - primarily from South Africa - to experience Singapore's culture in an entertaining way, while keeping in line with the event's theme, 'Imagination'.

Planning began in November 2008 when Tour East approached Splash Entertainment to conceptualise the social programme.

Magical performance

The conference launch at Shangri-La included an intriguing magic and illusion show by popular artists JC Sum and Magic Babe Ning. The event highlight was Bidvest's CEO magically appearing on a motorbike to start the conference - to the surprise and delight of the attendees.

The welcome dinner was held at the Legends, Fort Canning. The theme was 'Power of Imagination' - a recreation of the Temasek kingdom once sited there.

The highlight was the royal welcome, where symbolic gifts of friendship and prosperity were presented to the overseas delegation, followed by a banquet and spectacular court dances.

Gala dinner

'Seeds of Imagination' was the gala dinner theme at the Shangri-La. Being the Lunar New Year season, delegates were given a taste of the spring festival in Singapore. The foyer was transformed into an orchard of blossom and lights that also featured beautiful paintings by the delegates. ■



Bidvest...Singapore experience